



213 S. First St.
Gloster, MS 39638

VIA ECFS

March 7, 2014

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554
Attn: Wireline Competition Bureau

**Re: WC Docket No. 10-90
Rural Broadband Experiment Expression of Interest for Price Cap Areas
by eCom Direct, Inc.**

Dear Ms. Dortch:

eCom Direct, Inc. hereby expresses interest in participating in the Commission's rural broadband experiments to provide robust, scalable high-speed broadband to unserved and underserved high-cost areas with additional Connect America funding.¹ eCom Direct is an established Wireless Internet Service Provider that has been serving rural areas of southwestern Mississippi for more than eight years, and proposes deployment as follows.

Proposed Service Area

Adams County, MS Census Tract:	28001000800	
Amite County, MS Census Tracts:	28005950200	28005950300
Franklin County, MS Census Tracts:	28037950100	28037950200
Jefferson County, MS Census Tracts:	28037950100	28037950200
Wilkinson County, MS Census Tracts:	28157950100	28007950200

The experiment will provide broadband service to as many as 3,134 high-cost locations and 304 extremely-high-cost locations in census blocks lying within these unserved and underserved eligible census tract(s).

¹ See *Technology Transitions et al.*, GN Docket No. 13-5 et al., Order, Report and Order and Further Notice of Proposed Rulemaking, Report and Order, Order and Further Notice of Proposed Rulemaking, Proposal for Ongoing Data Initiative, FCC 14-5 (rel. Jan. 31, 2014).

Proposed Services

VoIP and Broadband services with broadband transmission speeds of approximately 4 Mbps downstream/2 Mbps upstream (6 Mbps aggregate) is to be provided over fixed wireless facilities supported by a state-of-the-art fiber optic network. Note that a fiber "Metro-E" demarcation is already installed at our Network Operating Center (NOC). Existing relationships with our private and municipal partners (City of Centreville, Town of Crosby, City of Fayette, Town of Gloster and the Town of Woodville) affords eCom Direct with an ability to have access to and/or co-locate our equipment on essential vertical infrastructure i.e. water towers, guyed towers, buildings and etc. The elevation or "high-point" of these vertical infrastructures provides for much easier expansion and optimum coverage for the customers within these critical areas. In addition, a wireless "mesh" and an intranet network can be created to further support the education of students and a virtual workforce development platform within the designated five county regions.


Funding

eCom Direct estimates construction costs to be a total of \$3,507,200 based upon our knowledge of the designated area. The costs will be refined if and when a formal proposal is submitted. eCom Direct requests \$3,250,000 in funding from Connect America Funds in a one-time funding and will fund the remaining capital and ongoing expenses to operate the system. In addition, eCom Direct will continue its current relationships and to collaborate in this effort with the leadership at some of the local community anchor institutions. It should be anticipated that these community anchor institutions will be inclined to contribute some "in-kind" resources toward this effort as well.

eCom Direct expects service within the unserved and underserved high-cost Census Tracts to be offered within 6 months on a phase-by-phase basis after construction begins i.e. phase I, phase II and etc. The overall project should be completed within approximately 18 months.

eCom Direct appreciates the opportunity to provide this non-binding expression of interest. Please contact the undersigned with any questions.

Respectfully submitted,



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CEO

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